

REPORT PROVIDED BY...



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POWER UP

Date: February 26, 2004**Current Geography Selection:** 1, 3, 5 mile radii: E OWEN AVE S
WHITE ST, WAKE FOREST, NC 27587**Your title for this geography:** Wake Forest**Latitude:** 35.977070 **Longitude:** -78.510110**City:** Wake Forest town **Pop:** 14,349**County:** Wake County **Pop:** 696,703**Zip:** 27587 Wake Forest **Pop:** 33,445**Consumer Expenditure Comparison Report**

	1 Miles:	3 Miles:	5 Miles:
2003 Consumer Expenditures (Average Household Annual Expenditures)			
Total Households	2,135	6,696	11,531
Median Household Income	\$54,191	\$58,858	\$60,205
Average Household Income	\$62,815	\$68,387	\$70,766
Total Average Household Expenditure	\$50,136	\$53,281	\$54,540
Airline Fares	\$347.55	\$370.06	\$379.30
Alcoholic Beverages	\$475.61	\$505.89	\$516.84
Alimony And Child Support	\$156.40	\$162.17	\$165.15
Apparel	\$2,730.33	\$2,891.64	\$2,955.62
Apparel Services And Accessories	\$356.14	\$378.46	\$387.39
Audio Equipment	\$77.05	\$82.13	\$84.27
Babysitting And Elderly Care	\$278.09	\$296.45	\$303.12
Books	\$91.47	\$97.07	\$99.22
Books And Supplies	\$135.27	\$143.28	\$146.30
Boys Apparel	\$146.96	\$155.24	\$158.67
Cellular Phone Service	\$83.21	\$87.82	\$89.48
Cigarettes	\$418.19	\$445.29	\$455.62
Computer Hardware	\$392.34	\$415.76	\$425.42
Computer Information Services	\$40.74	\$43.08	\$43.91
Computer Software	\$52.13	\$55.32	\$56.60
Contributions	\$1,495.15	\$1,592.02	\$1,632.15
Coolant And Other Fluids	\$11.68	\$12.37	\$12.65
Cosmetics and Perfume	\$108.66	\$115.41	\$118.14
Deodorants and Other Personal Care Products	\$36.59	\$38.69	\$39.52
Education	\$855.79	\$903.88	\$920.88
Electricity	\$1,558.77	\$1,646.77	\$1,680.34
Entertainment	\$2,631.51	\$2,797.15	\$2,863.77
Fees And Admissions	\$653.88	\$695.83	\$713.26
Finance Charges Excluding Mortgage And Vehicle	\$222.98	\$236.38	\$241.43
Floor Coverings	\$76.36	\$81.66	\$83.95
Food And Beverages	\$8,180.48	\$8,686.11	\$8,885.86
Food At Home	\$4,871.52	\$5,164.29	\$5,278.53
Food Away From Home	\$2,833.35	\$3,015.93	\$3,090.49
Footwear	\$510.75	\$538.92	\$550.19
Fuel Oil And Other Fuels	\$97.76	\$104.65	\$107.41
Funeral And Cemetery	\$120.21	\$126.86	\$129.49
Furniture	\$497.42	\$530.63	\$544.89
Gasoline And Oil	\$1,793.44	\$1,913.15	\$1,963.05
Gifts	\$1,491.58	\$1,582.60	\$1,619.03
Girls Apparel	\$178.28	\$189.14	\$193.74
Hair Care	\$70.69	\$74.59	\$76.13
Hard Surface Flooring	\$14.05	\$14.97	\$15.30
Health Care	\$3,174.67	\$3,364.97	\$3,440.22
Health Care Insurance	\$1,531.81	\$1,621.45	\$1,655.15
Health Care Services	\$954.39	\$1,010.24	\$1,032.38
Health Care Supplies And Equipment	\$688.48	\$733.29	\$752.68

Household Services	\$376.90	\$402.27	\$413.21
Household Supplies	\$777.33	\$834.36	\$858.80
Household Textiles	\$118.46	\$126.06	\$129.07
Housewares And Small Appliances	\$1,059.16	\$1,125.93	\$1,152.55
Indoor Plants And Fresh Flowers	\$88.90	\$95.14	\$96.86
Infants Apparel	\$124.79	\$131.98	\$134.87
Jewelry	\$124.43	\$132.87	\$136.42
Legal And Accounting	\$106.84	\$113.50	\$116.48
Magazines	\$56.17	\$59.57	\$60.84
Major Appliances	\$233.76	\$249.24	\$255.94
Mass Transit	\$108.19	\$115.21	\$118.08
Men's Apparel	\$506.69	\$536.60	\$548.11
Mortgage Interest	\$2,917.93	\$3,106.87	\$3,182.76
Natural Gas	\$484.76	\$512.40	\$523.41
New Car Purchased	\$1,257.31	\$1,332.27	\$1,361.56
New Truck Purchased	\$946.53	\$1,004.61	\$1,026.91
New Vehicle Purchase	\$2,203.83	\$2,336.88	\$2,388.46
Newspapers	\$118.08	\$125.11	\$127.85
Oral Hygiene Products	\$32.84	\$34.82	\$35.58
Other Lodging	\$999.14	\$1,078.39	\$1,107.01
Other Miscellaneous Expenses	\$115.93	\$122.80	\$125.34
Other Repairs And Maintenance	\$106.45	\$113.42	\$116.16
Other Tobacco Products	\$46.50	\$49.45	\$50.47
Other Transportation Costs	\$831.60	\$882.49	\$902.59
Other Utilities	\$410.69	\$435.89	\$444.87
Paint And Wallpaper	\$49.04	\$52.19	\$53.45
Personal Care Products	\$192.66	\$204.39	\$209.08
Personal Care Services	\$562.45	\$593.05	\$605.35
Personal Insurance	\$564.76	\$602.35	\$617.87
Pet Supplies And Services	\$278.89	\$296.82	\$303.73
Photographic Equipment And Supplies	\$124.54	\$132.58	\$135.73
Plumbing And Heating	\$65.49	\$70.19	\$72.22
Property Taxes	\$535.70	\$580.02	\$599.18
Public Transportation	\$550.84	\$586.12	\$600.58
Records / Tapes / CD Purchases	\$131.24	\$138.88	\$141.82
Recreational Equipment And Supplies	\$1,007.01	\$1,074.27	\$1,101.14
Rental Costs	\$3,650.58	\$3,882.35	\$3,980.07
Roofing And Siding	\$80.96	\$86.08	\$88.31
Satellite Dishes	\$8.60	\$8.92	\$9.10
Shaving Needs	\$14.57	\$15.47	\$15.83
Shelter	\$8,902.20	\$9,499.94	\$9,742.88
Telephone Service Excl Cell Phones	\$1,292.16	\$1,364.06	\$1,392.32
Televisions	\$112.12	\$119.30	\$122.22
Transportation	\$10,470.42	\$11,135.15	\$11,402.27
Tuition	\$720.51	\$760.60	\$774.59
Used Car Purchase	\$1,490.31	\$1,589.75	\$1,629.73
Used Truck Purchase	\$853.45	\$910.44	\$933.93
Used Vehicle Purchase	\$2,343.76	\$2,500.20	\$2,563.66
VCRs And Related Equipment	\$50.15	\$53.29	\$54.52
Vehicle Insurance	\$1,182.77	\$1,255.73	\$1,285.92
Vehicle Repair	\$1,140.88	\$1,209.36	\$1,236.27
Vehicle Repair And Maintenance	\$1,152.56	\$1,221.73	\$1,248.92
Video And Audio Equipment	\$970.62	\$1,027.05	\$1,049.37
Video Game Hardware And Software	\$33.55	\$35.33	\$36.06
Watches	\$25.10	\$26.66	\$27.32
Women's Apparel	\$906.72	\$961.30	\$982.65

1 Miles:

3 Miles:

5 Miles:

STDBonline Report – Consumer Expenditure Comparison Report

Total Households	2,492	7,936	13,515
Median Household Income	\$60,223	\$67,332	\$68,619
Average Household Income	\$72,876	\$79,100	\$81,745
Total Household Expenditure (\$000's)	\$55,210	\$58,839	\$60,248
Airline Fares	\$383.44	\$409.34	\$419.67
Alcoholic Beverages	\$523.53	\$558.53	\$570.83
Alimony And Child Support	\$171.70	\$178.59	\$181.92
Apparel	\$3,007.16	\$3,194.23	\$3,265.96
Apparel Services And Accessories	\$393.01	\$418.84	\$428.87
Audio Equipment	\$85.01	\$90.86	\$93.27
Babysitting And Elderly Care	\$306.18	\$327.29	\$334.70
Books	\$100.74	\$107.21	\$109.62
Books And Supplies	\$148.62	\$157.91	\$161.31
Boys Apparel	\$161.60	\$171.22	\$175.05
Cellular Phone Service	\$91.45	\$96.83	\$98.71
Cigarettes	\$459.97	\$491.15	\$502.70
Computer Hardware	\$431.89	\$458.87	\$469.65
Computer Information Services	\$45.16	\$47.94	\$48.88
Computer Software	\$57.41	\$61.10	\$62.54
Contributions	\$1,649.73	\$1,760.60	\$1,805.09
Coolant And Other Fluids	\$12.86	\$13.66	\$13.97
Cosmetics and Perfume	\$119.94	\$127.74	\$130.79
Deodorants and Other Personal Care Products	\$40.21	\$42.64	\$43.58
Education	\$939.68	\$995.88	\$1,015.03
Electricity	\$1,714.06	\$1,816.57	\$1,854.31
Entertainment	\$2,900.58	\$3,091.53	\$3,165.95
Fees And Admissions	\$721.54	\$769.78	\$789.18
Finance Charges Excluding Mortgage And Vehicle	\$245.30	\$260.86	\$266.56
Floor Coverings	\$84.49	\$90.58	\$93.12
Food And Beverages	\$9,005.01	\$9,589.57	\$9,813.69
Food At Home	\$5,357.35	\$5,696.52	\$5,824.88
Food Away From Home	\$3,124.13	\$3,334.52	\$3,417.98
Footwear	\$562.45	\$595.25	\$607.91
Fuel Oil And Other Fuels	\$107.58	\$115.44	\$118.49
Funeral And Cemetery	\$131.67	\$139.27	\$142.18
Furniture	\$550.15	\$588.26	\$604.12
Gasoline And Oil	\$1,979.45	\$2,116.95	\$2,172.83
Gifts	\$1,641.84	\$1,747.27	\$1,788.09
Girls Apparel	\$196.17	\$208.68	\$213.81
Hair Care	\$77.72	\$82.26	\$83.99
Hard Surface Flooring	\$15.46	\$16.51	\$16.87
Health Care	\$3,489.38	\$3,709.23	\$3,793.79
Health Care Insurance	\$1,683.03	\$1,786.77	\$1,824.62
Health Care Services	\$1,047.65	\$1,112.38	\$1,137.29
Health Care Supplies And Equipment	\$758.70	\$810.08	\$831.88
Household Services	\$414.58	\$443.49	\$455.55
Household Supplies	\$861.16	\$926.18	\$953.30
Household Textiles	\$130.62	\$139.36	\$142.71
Housewares And Small Appliances	\$1,167.38	\$1,244.34	\$1,274.11
Indoor Plants And Fresh Flowers	\$97.69	\$104.93	\$106.89
Infants Apparel	\$137.31	\$145.67	\$148.91
Jewelry	\$137.59	\$147.27	\$151.23
Legal And Accounting	\$117.86	\$125.58	\$128.92
Magazines	\$61.81	\$65.74	\$67.17
Major Appliances	\$258.30	\$276.10	\$283.53
Mass Transit	\$119.39	\$127.45	\$130.66
Men's Apparel	\$557.80	\$592.53	\$605.46

Mortgage Interest	\$3,220.59	\$3,438.41	\$3,523.19
Natural Gas	\$532.86	\$564.94	\$577.22
New Car Purchased	\$1,382.47	\$1,468.75	\$1,501.59
New Truck Purchased	\$1,041.35	\$1,108.20	\$1,133.16
New Vehicle Purchase	\$2,423.82	\$2,576.95	\$2,634.75
Newspapers	\$129.87	\$138.01	\$141.09
Oral Hygiene Products	\$36.10	\$38.39	\$39.25
Other Lodging	\$1,090.55	\$1,181.10	\$1,213.24
Other Miscellaneous Expenses	\$127.61	\$135.58	\$138.44
Other Repairs And Maintenance	\$117.21	\$125.24	\$128.29
Other Tobacco Products	\$51.19	\$54.57	\$55.73
Other Transportation Costs	\$914.95	\$973.56	\$996.04
Other Utilities	\$452.64	\$481.80	\$491.82
Paint And Wallpaper	\$54.05	\$57.69	\$59.10
Personal Care Products	\$212.28	\$225.85	\$231.11
Personal Care Services	\$620.06	\$655.76	\$669.58
Personal Insurance	\$623.12	\$666.35	\$683.66
Pet Supplies And Services	\$307.05	\$327.67	\$335.40
Photographic Equipment And Supplies	\$137.29	\$146.57	\$150.11
Plumbing And Heating	\$72.30	\$77.65	\$79.90
Property Taxes	\$591.12	\$641.27	\$662.52
Public Transportation	\$607.62	\$648.24	\$664.40
Records / Tapes / CD Purchases	\$144.39	\$153.27	\$156.57
Recreational Equipment And Supplies	\$1,110.80	\$1,188.00	\$1,217.90
Rental Costs	\$4,011.99	\$4,279.40	\$4,389.16
Roofing And Siding	\$89.04	\$94.91	\$97.38
Satellite Dishes	\$9.52	\$9.89	\$10.09
Shaving Needs	\$16.03	\$17.08	\$17.48
Shelter	\$9,794.01	\$10,481.44	\$10,753.41
Telephone Service Excl Cell Phones	\$1,422.42	\$1,506.32	\$1,538.32
Televisions	\$123.56	\$131.82	\$135.10
Transportation	\$11,540.90	\$12,306.07	\$12,605.13
Tuition	\$791.05	\$837.97	\$853.72
Used Car Purchase	\$1,647.10	\$1,761.21	\$1,805.87
Used Truck Purchase	\$942.29	\$1,007.62	\$1,033.78
Used Vehicle Purchase	\$2,589.39	\$2,768.83	\$2,839.65
VCRs And Related Equipment	\$55.23	\$58.86	\$60.24
Vehicle Insurance	\$1,304.31	\$1,388.64	\$1,422.42
Vehicle Repair	\$1,254.92	\$1,334.19	\$1,364.42
Vehicle Repair And Maintenance	\$1,267.77	\$1,347.85	\$1,378.39
Video And Audio Equipment	\$1,068.24	\$1,133.75	\$1,158.87
Video Game Hardware And Software	\$36.88	\$38.96	\$39.79
Watches	\$27.75	\$29.57	\$30.31
Women's Apparel	\$998.82	\$1,062.03	\$1,085.96

Consumer Expenditure Categories contain overlapping information and will therefore NOT add up to Total Household Expenditure

Current year data is for the year **2003**, 5 year projected data is for the year **2008**.
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